

Christmas Gifts of Fine Furniture

Our Prices on Dependable Furniture Make it to Your Advantage to Trade Here

It will pay any one who has included furniture on his Christmas shopping list--and no gift is surer to be appreciated--to read every word of this advertisement, which is a frank statement in regard to the mail-order question. This is no club scheme to get you into our store but just plain business facts which dealers have hesitated to publish before.

Some of the mail-order houses tell you that they own their factories and can supply you the goods for less money than retail merchants can. When this is the case, investigate and be sure you're not getting junk. The fact is that the same factories manufacture furniture for us as well as for the mail-order houses. To prove our statement to your own satisfaction, notice the illustrations and prices quoted on this page. Every one is shown in the mail-order house catalogs and our prices are lower than quoted therein. Come in and make us prove it. If you haven't the catalogs, we have and can show you the same pieces of furniture advertised in them at higher



prices. We have the goods on our floor marked in plain figures and the price tags tell their own story of lower prices.

You see the goods before you pay out a cent. We deliver the goods to your home free of charge and give you stamps besides--when you buy of a mail-order house, you pay the freight. We extend you credit if desired and you can arrange terms that are most convenient to you by talking to the department manager. We guarantee and are right here to stand back of every dollar's worth of goods we sell and our record of 43 years stamps us as a "Square Deal" firm. Is there anything deceiving about this way of doing business? Think it over--come in and investigate our goods and statements. Then you will decide to buy your Christmas Gifts of Furniture at Heenan's where on a \$20 purchase your railroad fare is refunded for the round-trip and on a \$10 purchase the one way fare is refunded.

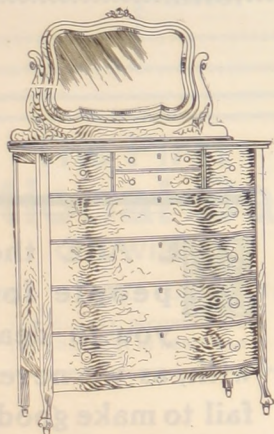
HEENAN'S Streator, Illinois

The Heenan Way

1. You see the goods before you buy.
2. We deliver the goods free of charge.
3. We extend you credit on your terms.
4. You deal with friends who are here on the grounds to make things right, should you be dissatisfied with your purchase.

Handsome Quartered Oak Chiffonier

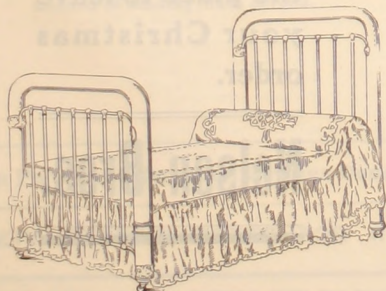
Mail Order House Price.....\$20.65
Heenan's Price \$19.50
 We Save You.....\$1.15



This Chiffonier is made of selected quarter sawed oak, highly polished. It has massive base 42x22, shaped top and eight drawers in all. Four small drawers at the top, below four roomy drawers. The handsome French beveled mirror measures 16x22 inches, fancy shape. Very desirable in every respect.....\$19.50

Gracefully Designed Iron Bed

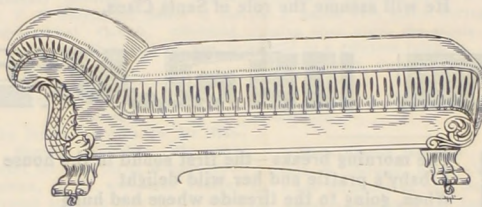
Mail Order House Price.....\$6.95
Heenan's Price \$6.75
 We Save You.....\$.20



The continuous posts on this splendid iron bed measure 2 inches and are of the best quality tubing, gracefully bent and decorated with handsome chills. The filling rods are 3/4 and 5-16 inches in diameter. It is carefully constructed and will stand rigid and firm at all times. The bed comes in Vernis Martin finish, which looks like brass and wears better. A dependable bed at a bargain price.....\$6.75

Genuine Empire Leather Couch

Mail Order House Price.....\$19.85
Heenan's Price \$18.00
 We Save You.....\$1.85



The couch illustrated above is advertised by a mail order house as follows: Genuine Empire leather couch \$19.85, direct from the makers at the wholesale factory price, sold at retail stores for \$35.00 cash. Sounds good, doesn't it, but read our side of the story. We sell this identical couch, upholstered with the same class of goods, solid quartered oak frame in golden oak finish, delivered or freight prepaid within 100 miles; backed by our guarantee that it is the same in every way as the couch advertised by the mail order house, for \$1.85 less, or \$18.00. \$1.85 saved and our service thrown in free of charge.

The Low Prices on These Pieces of Furniture are Not Cut Prices Arranged for This Occasion

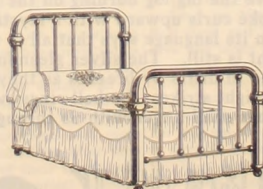
We Have Sold Them at These Prices for Months

Nor Have These Pieces Been Selected for Special Reasons

We Can Show You Many Other Pieces Which We Sell for Less Money Than Mail Order Houses

Excellent Quality Brass Bed

Mail Order House Price.....\$18.65
Heenan's Price \$18.00
 We Save You.....\$.65



A rare opportunity is here offered to procure an artistically constructed brass bed at a very moderate price. In attractiveness of design this brass bed is unexcelled for the money. The two-inch continuous posts with 5-8 inch fillers give the bed a massive appearance that is most pleasing. Nothing adds to the looks of a bed room more than a pretty brass bed and at this price no room should lack one.....\$18.00

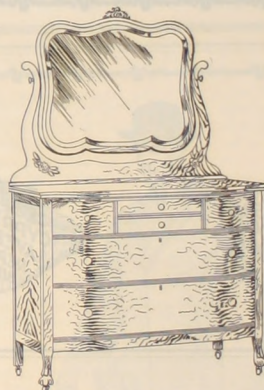
HEENAN'S Streator, Illinois

The Mail Order Way

1. You order your goods from misleading illustrations and descriptions.
2. You Pay the Freight.
3. You are charged more for goods on which your home merchant undersells them.
4. You deal with strangers who aren't interested in your affairs and who won't wait for their money.

Exquisite Claw-Foot Dresser

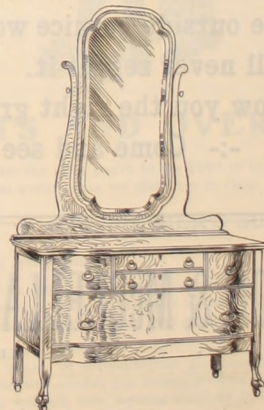
Mail Order House Price.....\$23.75
Heenan's Price \$22.00
 We Save You.....\$1.75



The best in wood, workmanship, finish and construction. Base 45x23. Fitted with shaped top--four small drawers at top and two roomy drawers below. French beveled mirror measures 30x24, mounted in fancy shaped frame and carved standards. Front posts terminate in richly carved claw feet. A bargain at our price.....\$22.00

Elegant Princess Dresser

Mail Order House Price.....\$23.50
Heenan's Price \$21.50
 We Save You.....\$2.00



This splendid Princess Dresser shows quality in every line of its construction and is beautiful in appearance. The tall French beveled glass is of unusually large and convenient size--18x40 inches. The base measures 45 inches in width and has a full swell front. There are four small drawers and one large one below. The legs are finished with massive carved claw feet. Our price.....21.50